

To: Murchie, Peter[Murchie.Peter@epa.gov]
From: Larry Wasserman
Sent: Thur 1/21/2016 7:51:14 PM
Subject: FW: What's Upstream public information campaign
removed.txt
Whats Upstream Digital Plan - 0119.pdf

This bounced back yesterday. Please let me know if you get this.

Larry Wasserman

Environmental Policy Director

11404 Moorage Way

LaConner, WA 98257

360-466-7250

From: Larry Wasserman
Sent: Tuesday, January 19, 2016 3:48 PM
To: Murchie, Peter <Murchie.Peter@epa.gov>
Subject: FW: What's Upstream public information campaign

Larry Wasserman

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From: Jeff Reading [mailto:jeffr@strategies360.com]
Sent: Friday, January 15, 2016 2:42 PM
To: Larry Wasserman <lwasserman@swinomish.nsn.us>
Subject: What's Upstream public information campaign

Peter, here is more detail regarding our digital outreach efforts. Let me know how you would like to proceed.

Overview:

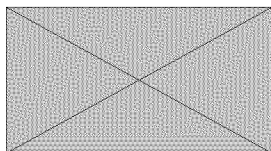
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What's Upstream will launch a robust, coherent and concentrated public information campaign beginning in January 2016. Advertising will be purchased through highly visible distribution channels, including print, digital, radio and billboard platforms:

- a. **Print ads:** a minimum of 26 ads in the Seattle Times, Bellingham Herald and the Skagit Valley Herald. (\$25,800)
- b. **Digital advertising campaign:** including display, search and social media ads, utilizing demographic and consumer targeting to drive 75,000 new unique visits to the website. (\$85,000)
- c. **Public radio sponsorships:** 180 underwriting spots to be aired over of the duration of the campaign. (\$47,500)
- d. **Billboard displays:** a minimum of four billboard displays for the duration of the campaign in Whatcom, Skagit and King counties. (\$40,000)

Please let me know if this works for you.

Thanks!
Jeff



Jeff Reading

Vice President, Communications

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